



# Doing Business in North Africa

Maggie Nassif

National Middle East  
Language resource Center

# Vocational Training 2002-2012

Business School Students

- Marriott School, BYU  
Egypt, Morocco, UAE, Turkey

- Wharton School, U Penn  
Lauder Institute ME/Arabic MBA  
Summer program  
Morocco, UAE, London

- Business Landscape
- Business Culture
- Corporate visits
- In country projects with small business



# What desert city is this?



**MENA REGION**  
(MIDDLE EAST & NORTH AFRICA REGION)



# Very Interesting

- Algeria
- Libya
- Sudan



# Arabic Saying:

*Choose your travel companion before you choose your route.*



# **To DO or Not to DO**

- oBuilding your team and networks

- oLocating Resources

- oNew opportunities under new circumstances

  - oOnly constant is change

  - oNothing new under the sun

- oIf you start building it now, it will be ready when they come

# Populations and World Ranking

- Egypt 83,688,164 (15)

27% of MENA population

20% (approx) of Egypt's population lives in Cairo

Largest US embassy ( permanent staffed mission)

\$1.3 Billion in US Aid annually

- Morocco 32,309,239 (38)

Free Trade Agreement with USA

Tangier Free Zone

- Tunisia 10,732,900 ( 79 )





# Economy : Egypt

- 2011 GDP ( purchasing power )  
\$525.6 billion  
(27th in the world)  
Compared to US 15.29 trillion
- 2011 Per Capita GDP \$6,600  
( 136th in the world)



# Imports

- machinery
- Equipment
- Foodstuffs
- Chemicals
- wood products
- fuels



# Import Partners

- China 11.5%
- US 9.8%
- Italy 5.6%
- Germany 4.9%
- Turkey 4.4%
- Brazil 4.1%



# Exports

- crude oil
- petroleum products
- natural gas :18.32 billion c/m 2009  
(13th in the world)
- cotton
- textiles ( Textile agreement with US)
- metal products
- chemicals
- processed food

# Demand in EGYPT

- Tourism
- Suez Canal
- Agriculture
- Manufacturing
- Textile
- Construction



# US Aid Supported Initiatives:

- Education and Vocational Training
- Health
- Infrastructure: Roads, water, sewage



# Economy : Tunisia

- 2011 GDP ( purchasing power )  
102.3 billion  
(71st in the world)  
Compared to US 15.29 trilli
- 2011 Per Capita GDP \$9,600  
( 112th in the world)



# **Exports: Tunisia**

- clothing/Textiles
- semi-finished goods
- agricultural products
- mechanical goods
- phosphates
- chemicals
- hydrocarbons
- electrical equipment



# Imports

- Textiles
- Machinery
- Equipment
- Hydrocarbons
- Chemicals
- foodstuffs



# Economy : Morocco

- 2011 GDP ( purchasing power )  
\$164.7 billion  
(59th in the world)  
Compared to US 15.29 trillion
- 2011 Per Capita GDP \$5,100  
( 149th in the world)



## **Exports: Morocco**

- clothing and textiles
- electric components
- inorganic chemicals
- transistors
- crude minerals
- fertilizers (including phosphates)
- petroleum products
- citrus fruits , vegetables, fish

# **Imports: Morocco**

- crude petroleum
- textile fabric
- telecommunications equipment
- wheat
- gas and electricity
- Transistors
- Plastics

# Import Partners

- France 15.4%
- Spain 14.4%
- China 7.7%
- US 7.3%
- Saudi Arabia 6.1%
- Italy 5.1%
- Germany 4.8%



# Their demands: Our Supplies

- Historically:
  - Agriculture
  - Tourism
  - Textile industry
  - Some minerals/energy products



# Supply and Demand

Moving forward:

- Young demographics in need of employment
- Products
- Services

NMELRC Projects:

- Exchange/Internship programs
- Networking opportunities

